Note for Weinstein, Barbara

*** URGENT ***

From: Schwartz, Andrew

Date: Tue, Feb 1, 1994 1:21 PM

Subject: RE: Book and issues

To: Weinstein, Barbara

Cc: Gawronski, Edward

2045369436

YOUR PLAN IS A GOOD ONE BARBARA, I REALLY APPRECIATE YOUR TIMELY INPUT. --- I WOULD LIKE YOU TO DRAFT A NOTE FOR DAVE'S SIGNATURE WHICH STRESSES THE IMPORTANCE OF BOOK TO SR MGMNT, REINFORCES DAVE'S DESIRE THAT BOOK IS MUST READING WEEKLY FOR ALL OF HIS DEPTS AND THAT THEY SHOULD PROACTIVELY CHALLENGE THE BOOK'S CONTENT WEEKLY FOR: ISSUE IMPORTANCE, ACTIONABILTY AND CONCISE SPECIAL TOPICS FOR INCLUSION. WE MIGHT CONSIDER APPENDING THE WINSTON SELECT CHARTS AS AN EXAMPLE OF WHAT DAVE IS LOOKING FOR ?

DISTRIBUTION SHOULD BE ALL DAVE'S DIRECT REPORTS AND MGRS ONLY WITH REFERENCE TO SHARING HIS EXPECTATIONS WITH THEIR RESPECTIVE ANALYSTS.

LETS SHOOT TO REVIEW MEMO AND ATTACHMENTS BY END OF THE DAY WEDS AFTERNOON FOR REVIEW WITH ED AND DAVE. FEEL ITS BETTER NOT TO FORWARD STUART'S NOTE, EVERYONE MUST REALIZE THAT THE BOOK IS A PRIORITY WITH DAVE AND SR MGMT.

THANKS.

From: Weinstein, Barbara on Tue, Feb 1, 1994 11:52 AM
Subject: FW: Book and issues
To: Schwartz, Andrew
Cc: Fuller, Stuart; Gawronski, Edward

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ANDREW, HERE'S MY SUGGESTION FOR HANDLING THE BOOK: Please let me know how you would like to handle it.
SEND AN E-MAIL TO ALL DEPT STAFF (including Stuart's note): AND CIRCULATE 3 BOOKS COVERING MI&A, CONSUMER, AND TIM NELSON'S STAFF PLUS SUSAN REICH ON 8THFL.
E-MAIL MESSAGE:
Please take the opportunity to familiarize yourself with the weekly information in "THE BOOK" (The Weekly Performance Summary) that senior management receives and uses. As Dave Beran has indicated, it is an extremely important and visible report.

Pat Battle will circulate copies.

From: Fuller, Stuart on Tue, Feb 1, 1994 10:09 AM
Subject: Book and issues
To: Schwartz, Andrew

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